



Natural Resources Conservation Service  
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October 28, 2008

**PENNSYLVANIA BULLETIN NO. PA230-9-2**

**SUBJECT: EOP – Outreach Plans**

**Purpose: To request all Fiscal Year 2009 Outreach Plans and 2008 Outreach Accomplishments**

**Expiration Date: December 31, 2009**

**Action required by: November 28, 2008**

As a USDA agency with program and technical assistance responsibilities, NRCS must continue to show a track record of notifying and including all possible participants. This responsibility goes beyond providing public information through FSA newsletters, Conservation District newsletters, newspapers, magazines, radio, and television. Outreach must include special efforts to reach communities that could benefit from USDA programs and technical assistance. Some potential participants may not get information through the more traditional avenues. Many of you have demonstrated excellent outreach programs in the past and I applaud you for your efforts. We must continue that effort so that all offices can reach that same level of outreach accomplishment. Therefore, each NRCS office, including Soils and RC&D offices, will use the attached format to develop a plan for one new outreach activity, or an enhancement of an existing outreach for FY-09.

In determining the outreach effort, you will need to consider producers who could receive USDA program benefits or technical assistance for the first time, as well as those who could receive additional benefits or technical assistance. Possible target groups may include, but are not limited to ethnic groups (Plain Sect, Hispanics), people who are disabled, the partially disabled (sight, hearing, mobility), minorities, women, small and limited resource farmers, new and beginning farmers, farmers with specialty crops, or farmers in geographic locations in the county with traditionally low USDA program participation.

Enclosed is the format you will use to submit your FY-09 Outreach Plan to Travis Watkins by November 28, 2008. Send a copy to your ASTC for Field Operations or State Soil Scientist.

Also enclosed is the format used for FY-08 outreach plans. For those who have not already submitted documentation for your FY-08 plan accomplishments, please answer question 4 and send it to Travis by November 28th. If you can no longer find a copy of your FY-08 plan, please request a copy. If you have questions, please call Gary Smith at 717-237-2204 or Travis Watkins at 717-237-2147.

/s/ Craig R. Derickson

CRAIG R. DERICKSON  
State Conservationist

Enclosure



## **Outreach Plan for FY-09**

**Office:**

**Submitted by:**

**Items 1, 2, and 3 are to be completed and returned to Travis Watkins and a copy to ASTC for Field Operations or State Soil Scientist by November 28, 2008.**

**1. Identify the target group for your outreach plan and state the goal you hope to accomplish.**

**2. What strategies will you use to accomplish the goal?**

**3. How will you measure your success?**

**4. Describe the accomplishment toward reaching the goal, the partial accomplishments, or if no accomplishments the efforts made toward reaching the goal. (Item 4 to be completed and returned to Travis Watkins by November 28, 2008 or before.)**

## **Outreach Plan for FY-08**

**Office:**

**Submitted by:**

**Item 4. showing accomplishments for the past FY is to be completed and returned to Travis Watkins and a copy to ASTC for Field Operations or State Soil Scientist by November 28, 2008.**

- 1. Identify the target group for your outreach plan and state the goal you hope to accomplish.**
- 2. What strategies will you use to accomplish the goal?**
- 3. How will you measure your success?**
- 4. Describe the accomplishment toward reaching the goal, the partial accomplishments, or if no accomplishments the efforts made toward reaching the goal. (Item 4 to be completed and returned to Travis Watkins by November 28, 2008 or before.)**